



March 26, 2013

The Honorable Julius Genachowski
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

In the Matter of: Nomination for Universal Service Administrative Company Board of
Directors, CC Docket Nos. 97-21 and 96-45

Dear Chairman Genachowski:

On behalf of the 48 states participating in the State E-rate Coordinators' Alliance (SECA), we are pleased to nominate Julie Tritt Schell to the Board of Directors of the Universal Service Administrative Company (USAC) to fill an available schools' representative seat. Ms. Tritt Schell is the State E-rate Coordinator for Pennsylvania, a role she has held since November 1997. In this capacity, she has helped to bring more than \$1 billion of E-rate funding commitments to more 1500 schools and libraries in Pennsylvania and has developed a reputation as one of the foremost E-rate experts in the nation. Ms. Tritt Schell became involved in E-rate in 1996 after the Federal-State Joint Board created the initial framework for the E-rate program, and she has actively participated in all major developments of the program administration since that time including serving on task forces convened by the former Schools and Libraries Corporation to simplify the program administration.

Ms. Tritt Schell is keenly aware of both the E-rate and communications technology challenges that affect most applicant types, as she works with large and small schools, from both urban and rural demographics. She maintains a statewide E-rate list serve and website, and conducts more than a dozen E-rate training workshops annually. She operates an e-mail and phone E-rate help desk for Pennsylvania's schools and libraries and answers hundreds of questions each year to help applicants navigate every step of the E-rate process. She also prepares and submits a statewide network consortium application on behalf of Pennsylvania and has firsthand experience with completing and submitting all required E-rate forms. Her 500-page E-rate Training Manual is nationally recognized. Because of her hands-on experience with applicants from a relatively large state, she often spots emerging operational issues and communicates promptly with USAC to provide feedback.

Ms. Tritt Schell began her career in educational technology as a member of the governmental relations staff and as network operations director of the Pennsylvania School Boards Association. In that role, she formed EdLiNC-PA, an education consortium which lobbied the PA Public Utility Commission concerning technology and telecommunications policies affecting public education.

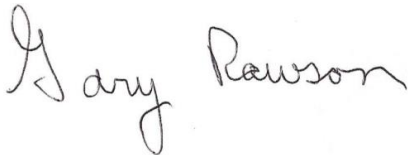
Ms. Tritt Schell then moved to the Pennsylvania Office of Educational Technology where she assumed the responsibilities as one of the first the state E-rate Coordinators in the nation, attending USAC board meetings even before the program rules were finalized. She also was responsible for other educational technology initiatives including a \$12 million Microsoft Education Partnership, several workforce development initiatives, technology leadership academies for school administrators, and coordination of the state telecommunications contract on behalf of school and library users. She also served on the Governor's Rural Telecommunications Task Force and assisted with policy development on all education-related technology issues, including cyber charter schools.

In her role as Pennsylvania E-rate Coordinator, Ms. Tritt Schell actively advocates for improvements in the E-rate program from both an operational implementation level and policy level. Through her involvement with SECA and regular communications with USAC and FCC staff, she identifies issues and proposes solutions to operational challenges that arise from time to time. Through the preparation and submission of comments to the FCC in pending proceedings on behalf of SECA, she makes policy recommendations to improve the structure and framework of the E-rate program and routinely participates in *ex parte* meetings with FCC staff.

Ms. Tritt Schell understands that the role of the USAC board is to implement, and not establish, E-rate policy. She believes that the Board serves vitally important functions to communicate openly with stakeholders and to administer the program as efficiently as possible. She is intimately familiar with all E-rate program requirements including competitive bidding requirements, eligible services, program integrity process, invoice process and post-commitment program compliance. She has a top down appreciation of the policies underlying E-rate and state government, as well as bottom up approach that applicants must undertake in order to apply for discounts and maximize their technology choices and funding.

For all of these reasons, it is our privilege to nominate Julie Tritt Schell to the USAC board as a schools' representative.

Respectfully submitted,

A handwritten signature in cursive script that reads "Gary Rawson".

Gary Rawson, Chair
State E-rate Coordinators' Alliance
Mississippi Department of Information Technology Services
3771 Eastwood Drive
Jackson, MS 39211
601-432-8113 voice
Gary.Rawson@its.ms.gov

Enclosure (Julie Tritt Schell Resume)